

R.J. REYNOLDS

Tobacco Company

BRUCE A. COOK
Key Account Manager

December 29, 1995

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To: R.C. Farmer

Subject: **1996 Doral Trade Direct Marketing Programs**
Response to 12/11/95 Letter

Dear Roger:

Please be advised that the supermarket and drug chains would have an interest in Direct Mail only if we did all the work and covered all the expense. Reactions to Glendinning by Tops, Wegmans, and P & C showed some interest, but no commitment. I feel we can work Direct Marketing with some convenience store chains that have partnered with us in the past, and have also contributed to the programs.

The chains that would be good candidates are as follows:

- Stewarts (252 stores) 0548-00-00 (current buydown would infringe upon effective programs.
- Express Mart (32 stores, plus 8 franchise) 1879-01-00
- Red Barrol (24 stores) 1872-00-00
- Mirabito Quickway (46 stores) 4249-00-00

Among the AM accounts, I would hesitate to use Nice N Easy, because of all the franchise coordination. However, I believe that the following could be considered:

- Orloski's - if he joins RJR's display program - 3649-00-00
- Pump N Pantry - 3510-00-00 - may be too small

Thank you.

Sincerely,

Bruce
B.A. Cook/KAM

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